



Item No. _____

Agenda Memorandum

Office of the Town Manager

Department

Debbie Hime/Steve d'Oliveira

Special Projects Coordinator/Public Information Officer

COMMISSION MEETING DATE: April 24, 2018

ITEM CATEGORY: Consent

SUBJECT TITLE: Resolution 2018-18 Authorizing a Contract with CivicPlus for a New Town Website and Waiving Purchasing Requirements

EXPLANATION: Resolution 2018-18 (**Exhibit 1**) authorizes a Contract with CivicPlus for a new Town website and, as explained below, waives the requirement for another RFP process. **Exhibit A to the Resolution** is the contract and **Exhibit A to the contract** is the scope of services.

The Town's current website (lbts-fl.gov) was designed in 2004, when Lauderdale-By-The-Sea resident Sunny Eckhardt was selected by the Town Commission to build a website to replace an initial one that had been created by the Town Clerk's office. The website has been expanded over the years with new content, and there have been some design changes made to the homepage.

Our site is now 14 years old, which is beyond ancient compared to current website technology. The industry norm is to replace or overhaul a website at least every five years. A new website will give us a vastly improved web presence to interact and better communicate with our residents and customers.

Our primary goals for the new website are:

1. A visually-appealing and user-friendly website using state-of-the-art software;
2. An easy-to-use and searchable website for users;
3. A high-caliber website platform that Staff can easily manage and update; and,
4. A provider with extensive experience in building government websites that could develop a quality website for the Town while also meeting all Federal requirements, including the Americans with Disabilities Act.

The Town issued an RFP in 2016 and received 10 responses with quotes ranging between \$8,000 and \$80,000. The higher cost proposals were from companies that would provide a custom website design for the Town. We quickly recognized that a town of our sized did not need a custom written website and rejected all the proposals.

We began an evaluation of service provider companies. We first looked at most of the city websites in Broward County as well as several others in Miami-Dade, Palm Beach and elsewhere. CivicPlus was the leading website service provider (one-third of the sites) with Revize and Vision Internet ranked second



and third, respectfully. The municipal websites we liked the most were CivicPlus sites that belong to the cities of [Boca Raton](#), [Wilton Manors](#), and [Dania Beach](#) (*click the name to go to their website*).

We asked all three companies to submit proposals and a relatively new company, Proud City, asked to submit as well. Here is a breakdown of the quotes from the four firms:

Quote #	Company	Web Dev	Hosting & Maintenance	4 Yr Total WD & M	Other
1	Vision	\$34,530	Year (1) \$6,800 + (2) \$6,800 + (3) \$7,140 + (4) \$7,500 = \$28,240	\$62,270	
2	Civic Plus	\$20,250	\$4,200 for hosting & maintenance in years 2,3,4 = \$12,600	\$32,850	Free new website after 4 years
3	Civic Plus	\$8,213/yr for 4 years = \$32,850		\$32,850	Free new website after 4 years
4	Revize	\$13,800	\$3,100/yr x 4 yrs = \$12,400	\$26,200	Free new website after 4 years
5	Revise	\$7,700/yr for 3 yrs, then \$3,100 4th yr = \$26,200		\$26,200	Free new website after 4 years
6	Proud City	\$4,000	\$727/yr x 4 yrs = \$2,908	\$6,908	Based on 6k residents

The Town budgeted \$20,000 this year for website development and \$5,000 for maintenance. Since Vision Internet's cost was significantly more than our budget and almost twice as high as CivicPlus and Revize, we dropped Vision Internet from consideration. CivicPlus represents that it has built more than 2,500 city and county websites. Revize told us they developed more than 1,200 government websites.

While the CivicPlus proposal wasn't lowest in cost, their overall proposal included a number of features that set it apart from the others, including:

1. A more robust, secure and copyrighted Government Content Management System allowing non-technical and website staff to self-manage all content types using one intuitive interface instead of third party plug-ins. Its proposal also included:
 - a. Bid and job postings that can be programmed to automatically expire.
 - b. Easy to use email and text marketing and management systems for staff.
 - c. Town department calendars (individual departments and/or combined).
 - d. When posting photos, automatic graphic resizing and resolution adjustments.
2. A custom predictive search engine that looks solely within the results of the Town's website. (Revize's search engine includes results from any websites indexed by Google, and therefore is more likely to include ads and other results not relevant for our residents.)



3. A comprehensive and simple-to-use email program where residents can sign-up for Town email notifications about agendas, meetings, events, community news, etc. We could even create an e-mail registry of residents with disabilities for use in emergencies.

Staff also asked CivicPlus and Revize to provide names of municipal clients who had left one company for the other. We found the primary reason for leaving CivicPlus was cost; and we found the primary reasons municipalities that left Revize were:

1. Poor service or backend operational issues.
2. Staffers with the City of Pinellas Park said they would upload new photos to their Revize website, only to see the pictures disappear, an issue they said Revize could not solve. This prompted them to terminate their contract with Revize and switch to CivicPlus.
3. Revize's search engine produces results that included Google ads.
4. Technical problems with Revize's content management system.

CivicPlus' \$32,850 cost over four years includes the creative development of the website, content management system, maintenance and hosting, which is included in CivicPlus' Statement of Work (**Exhibit A to Resolution**).

The Town's Purchasing Manual provides in Section III.C-Vendor Selection Methods provides that purchases over \$20,000 are required to use ITB (invitation to bid), RFP (requests for proposals) or LOI (letter of interest). Section IV.D – Professional Services provides an exception for Professional Services and provides the following:

D. Professional Services

Subject to compliance with applicable state law, professional services in amounts that exceed fifteen thousand dollars (\$15,000) may be exempted from the competitive procurement requirements by the Town Commission upon a finding that such procurement is in the best interest of the Town.

Taking into consideration all of the above factors, we are requesting that the Town Commission find this procurement is in the best interest of the Town and waive the purchasing policy for another RFP.

Also note that CivicPlus provides video streaming and agenda management services, and we will ask them to respond to the Town's RFP when we seek formal proposals (the Town's contract with SIRE expires later this year). All CivicPlus' websites are capable of integrating outside video streaming or agenda management software.



RECOMMENDATION: Approve Resolution 2018-18, which waives the purchasing policy for the new government website and authorizes the Town Manager to enter into an agreement with CivicPlus at a cost of \$32,850 over four years, after the contract is approved as to form by the Town Attorney.

- Exhibits:** 1. CivicPlus Statement of Work
2. Master Services Agreement

Reviewed by Town Attorney:

<input type="checkbox"/>	Yes	<input checked="" type="checkbox"/>	No
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